

The two references cited of record in the afore-noted rejection do not disclose the method as claimed. Albritton does not relate to a point of purchase display but rather discloses the use of a removable housing cover for a door chime with the housing cover taking alternative shapes and colors. Nothing more appears suggested in Albritton. The Sejzer reference simply discloses a blinking light circuit for use with packaging so as to direct the attention of the prospective purchaser to the packaging. Nothing more is disclosed or suggested in Sejzer.

Claim 1 of the subject application relates to the providing of a point of purchase display having a representative sample of each form of each of the various subcomponents which are identified by a product identifier. The representative samples are separated on the display to allow a visual comparison for the customer. This is not disclosed or suggested in Albritton. While separate packaging is mentioned in Sejzer, such packaging does not represent any subcomponents, and they are not separated for any visual comparison from one sample to another sample of a subcomponent.

In addition, claim 1 of the subject method further indicates allowing the customer to select a particular form of a subcomponent from one of the samples of the display then selecting one or more other forms of a subcomponent from other samples on the display in order to complete the assembly of the doorbell. This is not mentioned in Sejzer and the primary purpose of Albritton is to allow a standard base to be utilized with different covers. There is no suggestion of utilizing a point of purchase display having multiple forms of subcomponents from which a customer can select a form of a subcomponent from a sample on the display to be combined with one or more other forms of subcomponents on the display to complete a doorbell.

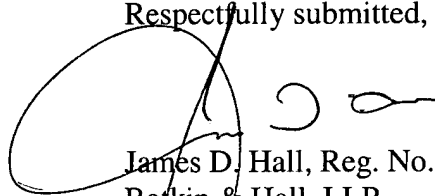
In summary, there is really no display suggested or shown in either of the references cited of record, nor would it be obvious to form such a display with multiple forms of subcomponents each represented by a sample presentable to a potential customer.

Accordingly, it is believed that claim 1 and those depending claims 2 and 3 are in allowable form. With respect to claim 2, there is no suggestion in either of the references cited of record of utilizing a product identifier associated with each selected form of each of the various subcomponents.

Accordingly, claims 1-3 are believed to be in allowable form.

The undersigned attorney affirms the election of claims 1-3 communicated to the examiner on November 2, 2005.

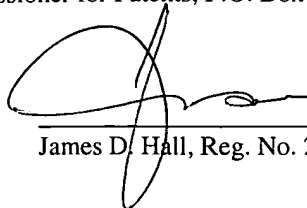
Respectfully submitted,



James D. Hall, Reg. No. 24,893  
Botkin & Hall, LLP  
105 E. Jefferson Blvd., Suite 400  
South Bend, Indiana 46601  
Ph: 574-234-3900  
Fx: 574-236-2839  
*Attorney for Applicant*

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on 10 Feb. 06.



James D. Hall, Reg. No. 24,893